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Docket No. 348-046

Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application

MALCOLM D. LAKE

Serial No.

10/780,461

Filed:

February 17, 2004

For:

MARKETING DISPLAY

INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

Applicant discloses to the Examiner under 37 CFR 1.56, and 37 CFR 1.97-1.98, as revised (1135 OG 13) and effective March 16, 1992, the information listed on the attached form PTO - 1449. This information may be found to be material to this invention under the current applicable patent law and as interpreted by the US PTO Rules, as cited above. Review and consideration of the listed references/information during substantive examination of this application is respectfully requested.

Applicant specifically emphasizes that this statement, and/or the act of identifying these references, is not to be construed as an admission that all or any of the references are prior art to the specific invention disclosed and claimed.

With regard to the foreign language patent documents cited, it is believed that

S.N. 10/780,461

the English Abstract or title fulfills the requirement for a concise explanation of the relevance

of each document.

Also, nothing in this statement is to be construed as a representation that this

is the only material information to be found, or the best. It, however, is the only information

known to the applicant at this time that is believed to meet the "materiality standard" of the

law. If additional qualifying references or other information is discovered in the future, a

prompt submission will be made to fulfill applicant's continuing duty of disclosure under 37

CFR 1.99.

Respectfully submitted,

KING & SCHICKLI, PLLC

Patrick M. Torre

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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope

addressed to: Assistant Commissioner for Patents P.O. Box 1450, Alexandria, VA 22313-1450, on Man

Date 5-12-04

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PTO/SB/08A (10-01)
Approved for use through 10/31/2002. OMB 0651-0031
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Complete if Known Substitute for form 1449A/PTO 10/780,461 **Application Number** INFORMATION DISCLOSURE 02/17/2004 Filing Date STATEMENT BY APPLICANT **First Named Inventor** Malcolm D. Lake Art Unit (use as many sheets as necessary) Examiner Name 348-046 1 Attorney Docket Number Sheet of

	U.S. PATENT DOCUMENTS								
Examiner Initials		Document Number Number-Kind Code ² (if know	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear				
	1	us- 2,723,591	11/15/1955	S.E. Taylor					
	2	us- 3,018,686	01/30/1962	K.F. Kurz					
	3	us- 5,221,962	06/22/1993	Backus et al.					
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FOREIGN PATENT DOCUMENTS								
Examiner Initials	Cite No.1	Foreign Patent Document Country Code 3 - Number 4 - Kind Code 5 (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	Т6		
	4	CH 676756 A5	02/28/1991	Claus Bick				
	5	FR 2406225	05/11/1979	Amalric, Lucien				
	6	DE 29918741 U1	12/30/1999	Hanel, Thomas P.				
	7	EP 0562327 A1	09/29/1993	Mohan et al.	angul allung allung and an analysis and a so-			

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Examiner	Date
Signature	Considered

^{*}EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

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¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.